



WDAF-TV

Print Date: 10/31/12

Page 2 of 4

Contract / Revision

587548

Flight Dates 11/02/12-11/06/12

Hiatus Dates

Original Date / Revision

10/31/12/ 10/31/12

Order Sep 00:15:00Advertiser Now or Never PACProductEstimate # N01N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 4	4	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MT-----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$150.00		0.00			
N 5	4	11/02/12	11/02/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	----F--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$150.00		0.00			
N 6	4	11/05/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	MT-----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$150.00		0.00			
N 7	4	11/02/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$500.00		0.00			
N 8	4	11/05/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$500.00		0.00			
N 9	4	11/02/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$375.00		0.00			
N 10	4	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$375.00		0.00			
N 12	4	11/05/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$300.00		100.00			
N 14	4	11/05/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$300.00		100.00			
N 15	4	11/02/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	2	\$825.00	1	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$825.00		0.00			
N 16	4	11/05/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MT-----	:30	4	\$825.00	1	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		4				\$825.00		100.00			
N 17	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$500.00		100.00			
N 18	4	11/02/12	11/02/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/02/12	MT-----		4				\$1,000.00		100.00			



WDAF-TV

Print Date: 10/31/12

Page 3 of 4

Contract Revision

587548

Flight Dates 11/02/12-11/06/12

Hiatus Dates

Original Date / Revision

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser Now or Never PAC

Product

Estimate # N01N06



WDAF-TV

Print Date: 10/31/12

Page 4 of 4

Contract / Revision

587548

Flight Dates 11/02/12-11/06/12

Hiatus Dates

Original Date / Revision

10/31/12 / 10/31/12

Order Sep 00:15:00

Advertiser Now or Never PAC

Product

Estimate # N01N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N30	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$3,500.00			0.00					
N31	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$1,000.00			0.00					
N32	4	11/04/12	11/04/12	NFL Early Game NFL on FOX 12p	CM-All	12p-CC	-----S	:30	3	\$5,000.00	1	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		3	\$5,000.00			0.00					
N33	4	11/04/12	11/04/12	NFL OT on FOX NFL OT on FOX	CM-All	OT on FOX	-----S	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,900.00			0.00					
N34	4	11/03/12	11/03/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$600.00	3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$600.00			0.00					
N35	4	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$600.00			100.00					

Totals 44 \$50,075.00